Business Case Document

Project Title: SUIT CRM – Ticketing Tool

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Date: 01/03/2025

1. Why is this project initiated?

The project is initiated to address inefficiencies in handling policy issuance, banking queries, refunds, document uploads, and approvals. The current manual ticketing system is slow, unstructured, and lacks transparency, leading to delays and operational inefficiencies.

2. What are the current problems?

No Centralized System – Different teams manage tickets in isolation, causing miscommunication and delays.

Lack of Document Storage – Approval records, receipts, and policy documents are not stored in one place, making retrieval difficult.

No Tracking of Work Status – Employees have to manually follow up, leading to miscommunication and missed tasks.

Increased Processing Time – Manual handling of tickets slows down approvals and document verification.

Risk of Errors & Compliance Issues – Without a structured system, errors in policy issuance, refunds, and banking processes are frequent.

3. How many problems could be solved with this project?

The project aims to resolve these challenges by:

Implementing a centralized ticketing system to streamline operations.

Enabling real-time tracking of ticket status to reduce follow-ups.

Storing documents securely for easy retrieval and compliance.

Optimizing workflows to reduce processing time and improve efficiency.

Providing automated reports and notifications for better decision-making.

4. What are the resources required?

People: Business Analysts, Developers, Testers, System Architects, UI/UX Designers, and a Project Manager.

Technology:

Programming: Java, Python, Django, React.js

Database: MySQL

Security: OAuth, JSON Web Tokens

Cloud Services: AWS, Microsoft Cloud, Google Cloud

Budget: ₹85,00,000 (Software, Hardware, Training & Services).

5. How much organizational change is required to adopt this technology?

A moderate level of change is required, including employee training, workflow adjustments, and integration with existing systems. Employees must adapt to the new ticketing process, but automation will simplify operations in the long run.

6. Timeframe to recover ROI?

The expected Return on Investment (ROI) is within 12–18 months, considering efficiency improvements and reduced operational costs.

7. How to identify stakeholders?

Internal Stakeholders: Business Analysts, IT Teams, Operations Teams, Senior Management.

External Stakeholders: CRM Vendor, Third-party Service Providers, Regulatory Authorities.

BA Strategy

Business Analyst (BA) Approach Strategy

As a Business Analyst, completing a project successfully requires a well-defined approach, covering requirement elicitation, stakeholder analysis, documentation, approvals, communication, change management, project updates, and final sign-off.

1. Elicitation Techniques to Apply

To gather requirements effectively, the following techniques can be used:

Interviews: One-on-one discussions with stakeholders.

Workshops: Group discussions for requirement validation.

Surveys/Questionnaires: To collect feedback from multiple users.

Prototyping: Creating a mock-up for user feedback.

Document Analysis: Reviewing existing processes and documents.

2. Stakeholder Analysis (RACI/ILS Framework)

Responsible: Who performs the task (e.g., Developers, Testers).

Accountable: Who owns the task (e.g., Project Manager).

Consulted: Who provides input (e.g., SMEs, Clients).

Informed: Who needs updates (e.g., Senior Management).

3. Required Documents

Business Requirements Document (BRD) – Captures business needs.

Functional Specification Document (FSD) – Defines system functionalities.

Use Cases/User Stories – Describes user interactions.

Process Flow Diagrams – Visual representation of workflows.

Traceability Matrix – Maps requirements to deliverables.

Test Cases & UAT Plan – Ensures system meets requirements.

4. Sign-off Process for Documents

Prepare the document and review it internally.

Share with stakeholders for feedback and incorporate changes.

Obtain formal approvals via email or digital sign-off.

Maintain version control for future reference.

5. Approvals from Clients

Conduct regular meetings to align expectations.

Use a structured review and approval workflow.

Obtain written confirmation before moving to the next phase.

6. Communication Channels

Emails & Reports: For official documentation and updates.

Meetings (Online/In-person): Regular progress updates.

Project Management Tools (JIRA, Trello, Confluence): To track tasks and issues.

Instant Messaging (Teams, Slack): For quick discussions.

7. Handling Change Requests

Document all change requests with impact analysis.

Assess feasibility, cost, and timeline implications.

Obtain approvals from relevant stakeholders.

Implement changes systematically.

8. Project Updates to Stakeholders

Weekly Reports: Status, risks, blockers, and next steps.

Sprint Reviews/Demos: Showcase progress in Agile projects.

Stakeholder Meetings: Discuss feedback and action plans.

9. UAT Sign-off & Client Project Acceptance

Conduct User Acceptance Testing (UAT) with end-users.

Address defects and incorporate necessary fixes.

Obtain formal UAT approval through a Client Project Acceptance Form.

Ensure all business objectives are met before closure.

3 Functional Specifications

|  |  |
| --- | --- |
| Project name | SUIT CRM – Ticketing Tool |
| Customer name | TATAAIG |
| Project Version | 1.0 |
| Project Sponsor | ABC |
| Project Manager | XYZ |
| Project Initiation date | 01-03-2025 |

Functional Requirement specifications:

|  |  |  |  |
| --- | --- | --- | --- |
| REQ ID | REQ NAME | REQ DESCRIPTION | PRIORITY |
| FR0001 | User Login | The system should allow users to securely log in using their credentials to access the CRM for ticketing operations | HIGH |
| FR0002 | Ticket Creation | Users should be able to create new tickets for various requests, including policy issuance, endorsements, refunds, banking queries, and approvals | HIGH |
| FR0003 | Ticket Assignment | The CRM should automatically assign tickets to the appropriate teams based on predefined workflows to ensure efficient processing | HIGH |
| FR0004 | Real-Time Tracking | Users should be able to track the real-time status of their tickets, reducing the need for manual follow-ups and improving transparency. | HIGH |
| FR0005 | Document Storage | The system should securely store all policy-related documents, approvals, receipts, and other records for easy retrieval whenever needed | Medium |
| FR0006 | Automated Notifications | The CRM should send automated email and SMS notifications to users and relevant teams whenever a ticket is updated, assigned, or resolved | Medium |
| FR0007 | Reports & Analytics | The system should provide users with the ability to generate reports on ticket status, resolution times, and team performance for better decision-making | HIGH |
| FR0008 | Role-Based Access | Different levels of system access should be assigned to users based on their roles, such as Admin, Manager, Agent, and Customer, ensuring data security and compliance | High |
| FR0009 | Audit & Compliance Tracking | The CRM should maintain an audit log of all changes made to tickets to ensure accountability, compliance, and data integrity. | Medium |

Document 4- Requirement Traceability Matrix

Project Name: SUIT CRM – Ticketing Tool

Project Version: 1.0

Project Sponsor:ABC

Project Manager: XYZ

Project Initiation Date: 01/03/2025

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Req ID | Requirement name | Requirement description | Design Status | Test case status | Development Status | UAT status |
| FR0001 | User Login | The system must provide a secure login mechanism, ensuring only authorized users can access the CRM. | YES | Pending | No | Yes |
| FR0002 | Ticket Creation | Users should be able to create tickets for different queries, including policy issuance, refunds, endorsements, approvals, and banking-related issues. | YES | Pending | Yes | Yes |
| FR0003 | Ticket Assignment | The system should automatically assign tickets to the appropriate teams based on predefined workflows, ensuring efficient ticket resolution. | YES | Pending | Yes | Yes |
| FR0004 | Real-Time Tracking | Users should be able to track the status of their tickets in real time, ensuring transparency and reducing follow-up queries. | YES | Pending | No | Yes |
| FR0005 | Document Storage | The system should allow users to upload and securely store policy documents, approvals, and receipts for future reference. | YES | No | Yes | Yes |
| FR0006 | Automated Notification | The CRM should send automated email and SMS notifications to users and teams whenever there is a ticket update, assignment, or resolution. | YES | Pending | No | Yes |
| FR0007 | Reports & Analytics | The system should provide detailed reports on ticket status, resolution times, and team performance for better decision-making. | YES | Pending | No | Yes |
| FR0008 | Role-Based Access | Different users should have different access levels based on their roles, such as Admin, Manager, Agent, or Customer, ensuring data security. | YES | Pending | No | Yes |
| FR0009 | Audit & Compliance Tracking | The CRM should maintain a detailed log of all ticket-related changes to ensure compliance and accountability. | YES | Pending | Yes | Yes |

Document 5- BRD Template

1. Document Revisions

|  |  |  |
| --- | --- | --- |
| Date | Version NO | Document Changes |
| 05/02/2025 | 0.1 | Initial draft |
| 06/02/2025 | 0.2 | Updated functional requirement |
| 07/02/2025 | 1.0 | Finalised BRD Post Review |

1. Approvals

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Role | Name | Title | Sign | Date |
| Project Sponser | ABC | TITLE 1 | Free Online Signature Maker - Create eSignatures - SignWell ... | 02/02/2025 |
| Business Owner | EFG | TITLE 2 | Handwriting signature autograph hi-res stock photography and ... | 03/02/2025 |
| Project Manager | HIJ | TITLE3 | Handwriting signature autograph hi-res stock photography and ... | 04/02/2025 |
| System Architect | KLM | TITLE 4 | Fake Signature Png -fake Signatures - Line Art, Transparent ... | 05/02/2025 |
| Development Lead | NOP | TITLE 5 | View of Signature Recognition Based on Discrete Wavelet ... | 06/02/2025 |
| User Experience Lead | QRS | TITLE 6 | Graphic Free Library Transparent Signature Random - Random ... | 07/02/2025 |
| Quality Lead | UVW | TITLE 7 | Graphic Free Library Transparent Signature Random - Random ... | 08/02/2025 |
| Content Lead | XYZ | TITLE 8 | Graphic Free Library Transparent Signature Random - Random ... | 09/02/2025 |

1. RACI Chart for This Document

RACI Chart

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Role | Name | R | A | S | C | I |
| Project Sponser | ABC |  | YES |  |  | YES |
| Business Analysis | Efg | YES |  | YES | YES |  |
| Project Manager | Hij |  | YES | YES | YES | YES |
| System Architect | Klm |  |  | YES | YES |  |
| Development Lead | Nop |  |  | YES | YES |  |
| Quality Lead | Qrs |  |  | YES | YES |  |
| End users | tuv |  |  |  | YES | YES |

1. Introduction
   1. Business Goals:   
      The goal of this project is to implement Suit CRM as a centralized ticketing system to streamline operations, improve tracking, and enhance efficiency in handling policy issuance, banking queries, refunds, document uploads, and approvals. The system will automate ticket handling, enable real-time tracking, and optimize workflows to reduce manual effort and processing delays.

4.2 Business Objectives

The business objectives of the Suit CRM Ticketing Tool are:

1. Improve Ticket Management – Provide a structured and automated ticketing system.

2. Enhance Real-Time Tracking – Allow users to monitor ticket status and updates.

3. Increase Efficiency – Reduce manual efforts and processing time.

4. Secure Document Storage – Ensure safe and easy access to policy documents and approvals.

5. Automated Notifications & Reports – Provide alerts and reports for better decision-making.

6. Ensure Compliance & Audit Readiness – Maintain logs for compliance and transparency.

**4.3 Business Rules**

The system will follow specific business rules to ensure consistency and accuracy in operations:

All ticket requests must be logged into the CRM before processing.

Only authorized users can approve ticket resolutions to maintain compliance.

Tickets should be resolved within the defined SLA (Service Level Agreement) to avoid delays.

Policy documents and receipts must be uploaded before approval to ensure record-keeping.

Automated notifications should be sent to relevant users for ticket updates.

4.4 Background

Previously, ticket management for policy issuance, banking queries, refunds, and approvals was handled manually via emails, phone calls, and spreadsheets. This led to delays, miscommunication, lack of tracking, and compliance risks. As the company expanded, manual tracking became unsustainable, leading to the need for an automated CRM-based ticketing solution.

**4.5 Project Objective**

The objective of the Suit CRM Ticketing Tool is to:

Automate ticket creation, assignment, tracking, and resolution.

Enable real-time tracking of all policy-related queries and approvals.

Store documents securely for easy retrieval and compliance.

Optimize workflows to reduce ticket resolution time.

Provide role-based access to ensure data security and user permissions.

Generate detailed reports and analytics for performance tracking.

**4.6 Project Scope**

4.6.1 In-Scope Functionality

The following functionalities will be included in the project:

User Authentication – Secure login for users.

Ticket Creation & Assignment – Automatic ticket allocation to the right teams.

Real-Time Tracking – Users can monitor the status of their requests.

Document Management – Upload and store policy-related documents.

Automated Notifications – Alerts via email/SMS for ticket updates.

Reporting & Analytics – Generate reports for ticket performance.

Role-Based Access Control – Different access levels for Admins, Managers, and Agents.

4.6.2 Out-of-Scope Functionality

The following functionalities are not included in the current project phase:

Mobile Application Development – The CRM will be web-based only.

Integration with External Banking Systems – Only internal queries will be handled.

Custom AI-Based Chatbots – Manual ticket handling will be used instead of automated AI responses.

Third-Party API Integration – The current scope does not include external API connectivity.

**5. Assumptions**

The following assumptions were made while defining the business requirements:

The Suit CRM system will be used by employees to manage policy issuance, banking queries, refunds, and approvals.

Users will have basic training before using the system.

The CRM will be hosted on a cloud platform for scalability and reliability.

Email and SMS notifications will be integrated for updates.

The system will be used internally and not accessible to customers directly.

1. **Constraints**

The project has the following limitations:

The CRM will not support third-party API integration in the initial phase.

The budget is fixed, and additional costs must be approved.

The system will not have a mobile app in this phase.

User adoption may take time, requiring additional training sessions**.**

**7. Risks**

Risks are categorized into different areas to ensure proper mitigation strategies.

7.1 Technological Risks

System Downtime – If the cloud service provider faces issues, system availability may be affected.

Scalability Challenges – If the number of tickets exceeds expectations, system performance may degrade.

Security Vulnerabilities – Data breaches or unauthorized access can impact sensitive policy information.

7.2 Skills Risks

Lack of User Training – Employees may struggle to adapt to the new system.

Limited IT Support – If technical staff is unavailable, troubleshooting may be delayed.

7.3 Political Risks

Regulatory Changes – New data protection laws may require additional compliance measures.

Management Priorities – Changes in leadership may impact project funding or timelines.

7.4 Business Risks

Budget Constraints – Cost overruns may delay project completion.

Low User Adoption – Employees may resist using the CRM if they are comfortable with manual processes.

7.5 Requirement Risks

Unclear Requirements – If requirements are not well-defined, development delays may occur.

Scope Creep – Additional feature requests may increase project complexity.

7.6 Other Risks

Vendor Dependency – Relying on external vendors for CRM implementation could cause delays.

Data Migration Challenges – Transferring data from old systems may lead to errors.

**8. Business Process Overview**

This section describes the current process (AS-IS) and the proposed improvements (TO-BE) with the implementation of Suit CRM.

8.1 Legacy System (AS-IS)

Previously, the ticketing process was handled manually, leading to inefficiencies and delays. The key challenges in the current process include:

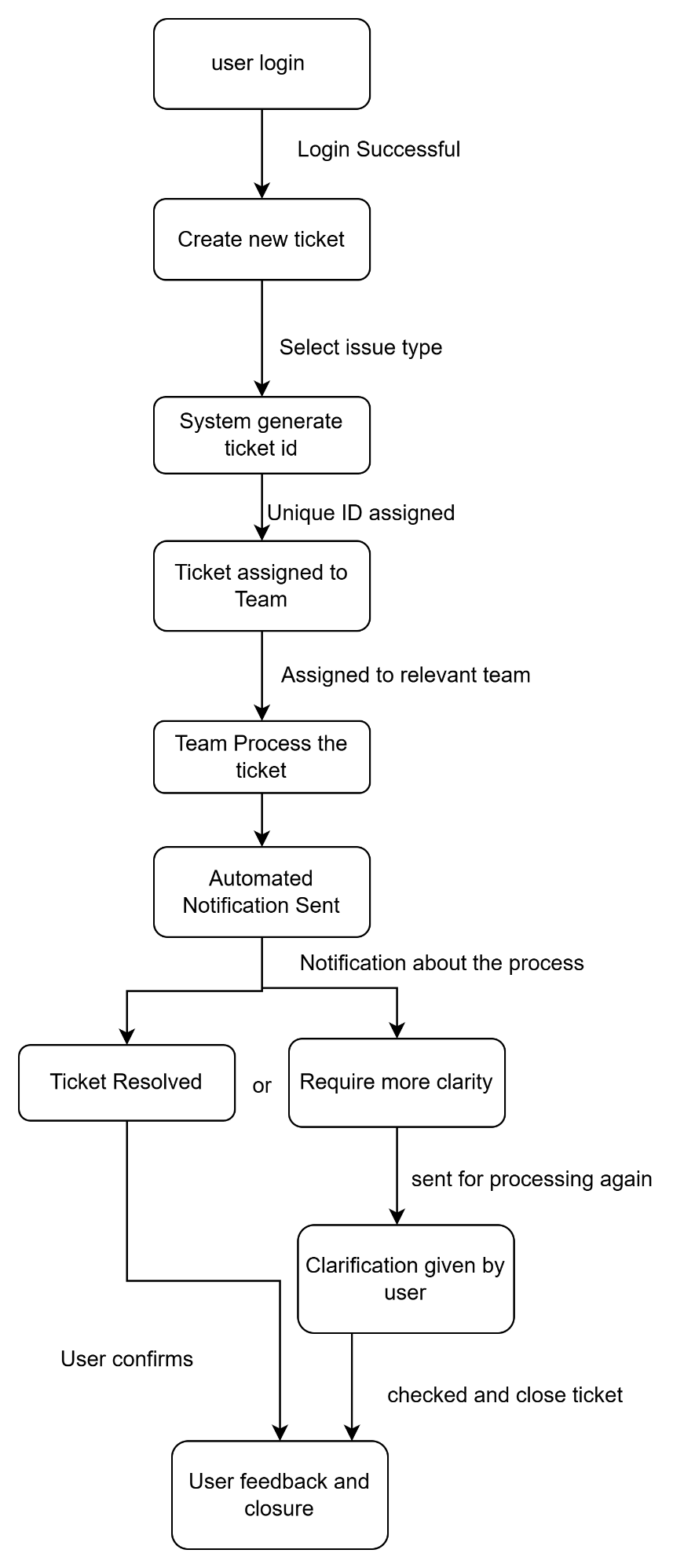
No Centralized System – Requests were handled via emails, phone calls, and spreadsheets.

Lack of Tracking – Users had no structured way to monitor ticket progress.

Manual Assignments – Tickets were assigned manually, leading to delays and miscommunication.

Document Management Issues – Policy approvals, refunds, and banking records were stored in different locations, making retrieval difficult.

Compliance Risks – No proper audit trail for approvals and document modifications.

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8.2 Proposed Recommendations (TO-BE)

With the implementation of Suit CRM, the ticketing process will be automated and streamlined. Key improvements include:

Centralized Ticketing System – All requests (policy issuance, banking queries, refunds, approvals) will be managed in a single CRM system.

 Automated Ticket Assignment – Tickets will be assigned to relevant teams based on predefined workflows.

 Real-Time Tracking – Users can monitor ticket status at any time, reducing the need for follow-ups.

 Secure Document Storage – Policy-related documents and approvals will be stored digitally for easy access.

 Automated Notifications – Email/SMS alerts will notify users about ticket updates and approvals.

 Audit & Compliance Tracking – Every action in the system will be logged for accountability.

Reports & Analytics – Managers can generate reports to track resolution times and team performance.

**9. Business Requirements**

This section outlines the key business requirements that the Suit CRM – Ticketing Tool must fulfill. The requirements are categorized into functional and non-functional requirements to ensure clarity.

**Functional Requirements**

The system must support the following core functionalities:

1. User Authentication & Access Control – Users should log in securely and have role-based access (Admin, Manager, Agent, Customer).

2. Ticket Creation & Categorization – Users should be able to create tickets and classify them based on type (policy issuance, refunds, approvals, banking queries).

3. Automated Ticket Assignment – The system should assign tickets to the relevant teams automatically based on predefined workflows.

4. Real-Time Ticket Tracking – Users should be able to track ticket status at every stage of resolution.

5. Document Upload & Storage – Users should be able to upload and store policy-related documents securely.

6. Automated Notifications & Alerts – The system should send automated emails/SMS updates on ticket progress.

7. Approval Workflow – Certain ticket types (e.g., refunds, endorsements) should require manager approval before resolution.

8. Audit Trail & Compliance Logging – All ticket activities should be logged for compliance and auditing purposes.

9. Reports & Analytics – Users should be able to generate reports on ticket status, resolution times, and team performance.

10. Ticket Closure & Feedback – Users should be able to close tickets after resolution and provide feedback.

 Non-Functional Requirements

In addition to core functionalities, the system must meet the following performance and security standards:

1. System Performance – The CRM should handle at least 500 concurrent users without performance degradation.

2. Security – Implement OAuth and multi-factor authentication (MFA) for secure login.

3. Data Encryption – All sensitive data should be encrypted for security.

4. Scalability – The system should support future enhancements and increased ticket volume.

5. Availability & Reliability – The CRM should have 99.9% uptime to ensure uninterrupted service.

6. User-Friendly Interface – The system should be intuitive and easy to navigate for employees.

7. Integration with Email/SMS Services – Notifications should be automated and sent to users in real-time

8. Backup & Disaster Recovery – A backup system should be in place to restore data in case of failures.

9. Compliance with Industry Standards – The system should adhere to GDPR and company data security policies.

10. Minimal Response Time – Ticket updates and searches should be processed within 2 seconds.

10.Appendices

10.1. List of Acronyms

Acronyms

|  |  |
| --- | --- |
| Acronyms | Full Form |
| CRM | Customer Relationship Management |
| SLA | Service Level Agreement |
| UAT | User Acceptence Testing |
| MFA | Multi Factor Authentication |
| GDPR | General data Protection Regulation |
| API | Application Programming Interface |
| UI/UX | User Interface/ User Experience |

10.2. Glossary of Terms

|  |  |
| --- | --- |
| Term | Definition |
| ticketing system | tool that tracks and manages user requests and issues |
| workflow | predefined process that ensures ticket assignments and resolutions follow a structured approach |
| Role-based access | Security approach where users have different access permissions based on their role |
| Audit Trail | A log that record all activities performed in the system for compliance and tracking purpose |
| Scalability | The ability of the system to handle increased users and tickets over time |

10.3. Related Documents

Business Case Document – Outlines the need for Suit CRM and expected benefits.

BA Strategy Document – Defines the approach for gathering and managing requirements.

Functional Specifications Document – Details the system’s functional requirements.

Requirement Traceability Matrix (RTM) – Maps business requirements to system functionalities.

User Training Manual – Guidelines for employees on using the Suit CRM system.